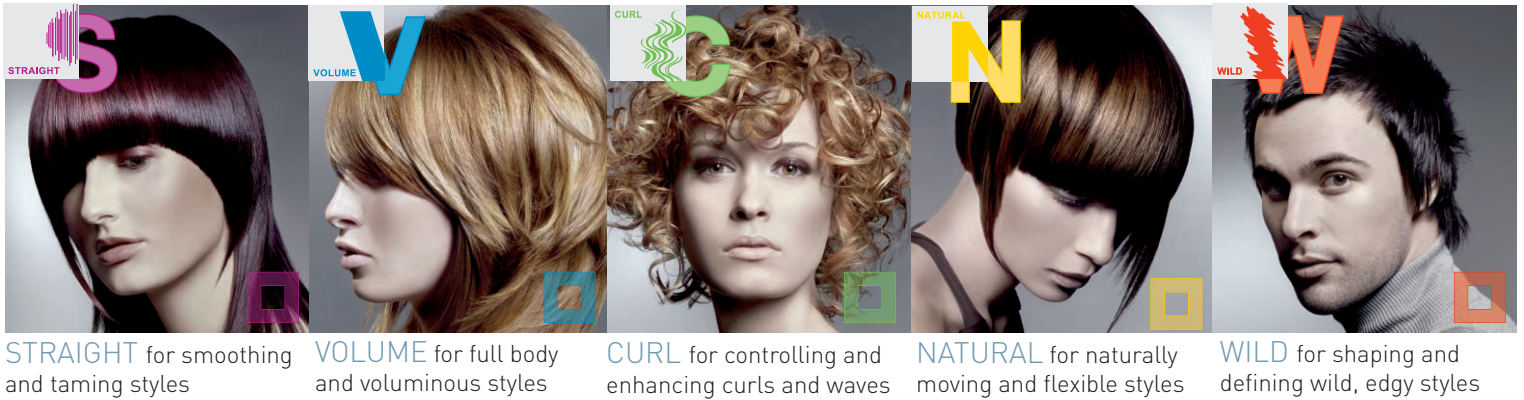


PRODUCTS ARE GROUPED INTO 5 RESULTS-ORIENTED SEGMENTS:



Sign your look!



WITH GOLDWELL STYLING

The Artistic Team of RUSH® London, inspired by the GOLDWELL Styling line, created the styles pictured here.

Each style has been signed by the artist who created it, signifying that the cut, color and style was their unique creation and represented their individual flair. No look can be complete without styling products—use Goldwell Styling to sign your look!

Goldwell Styling offers the right product for every finish. Whether you want to achieve volume, long-lasting hold or breathtaking shine, the possibilities are as limitless as your creativity.































Professional products for all styles.

FIVE LEVELS OF HOLD:
WHICH HOLD FACTOR IS RIGHT FOR YOUR STYLE?

- 1** - Controlling and smoothing, minimum hold
- 2** - Gentle, invisible and flexible hold
- 3** - Style support and strong hold
- 4** - Volume and powerful hold
- 5** - Extreme effects, structure and maximum hold



- Segment icon
- Product name
- Product descriptor
- Hold factor from 1-5

	 Diamond Gloss	 Star Polish	 Flat Marvel										
Product Type Styling Effect	Shine Spray Ultra-fine spray for brilliant shine Contains UV-Filter	Shine Wax Soft wax for smooth control and brilliant shine Tames hair and seals dry ends Alcohol free with UV-filter	Flattening Balm Smoothes and straightens hair (humidity resistant) Provides heat protection, ideal for flat iron use Alcohol free										
Hold Factor	—	1	1										
	 Top Whip	 Big Finish	 Lagoon Jam						 Double Boost				
Product Type Styling Effect	Volume Mousse Ultra strong hold mousse for maximum volume	Volume Spray Strong hairspray for creating massive volume and body	Volume Gel Quick-drying gel for unlimited volume and root-lift Alcohol free with UV-filter	Rootlift Spray Root boost spray for ultimate lift Makes hair feel thicker and stronger Alcohol free									
Hold Factor	4	3	4	4									
	 Curl Kick	 Dynamic Loop	 Move Control	 Crystal Turn									
Product Type Styling Effect	Curl Jelly Creates defined, frizz free curls with shine and flexible hold Contains UV-Filter	Curl Spray Refines and moisturizes unruly curls and waves Glossy Finish	Curl Putty Creates defined, dimensional curls without stickiness Alcohol free	Gel Wax Creates soft, glossy curls Brilliant shine									
Hold Factor	3	2	2	2									
	 Flexi Whip	 Hot Darling	 Light Kiss	 Nice Balance	 Spun Shine								
Product Type Styling Effect	Flexible Mousse Mousse for soft, elastic hold and natural flexibility	Styling Lotion Styling lotion for natural control and thermal protection	Flexible Spray Lightweight, flexible hairspray for natural hairstyles	Calming Milk Hair milk for moisture and gentle style support without static Alcohol free	Weightless Polish Lightweight gel with thread-like fibers for radiant shine Alcohol free								
Hold Factor	2	2	2	1	1								
	 Composer	 Hardliner	 Modeler	 Sprayer	 Superego	 Unlimitor	 Profiler	 Supervisor					
Product Type Styling Effect	Sculpting Gel Gives any style hold, shape and direction Contains UV-Filter	Acrylic Gel Creates indestructible styles Contains UV-Filter	Shaping Spray Fine non-aerosol spray for creating defined styles	Hair Lacquer Provides maximum hold instantly	Molding Gum Shapes, restyles and structures hair Alcohol free	Spray Wax Sculpts and molds hair for quick and easy creative styling	Mousse Wax Finishes like a wax with the lightness of a mousse Instant piecing and extreme shine	Clay Modeling Paste Shapes and provides texture Strong hold Natural finish Contains UV-Filter					
Hold Factor	3	5	4	5	4	3	3	3					